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Bob Gudeen
Vice President and General Manager

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OCT 16 1995

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF SECRETARY

October 13, 1995

William F. Caton
Acting Secretary
Federal Communications Commission
1919 M Street, NW
Washington, DC 20554

DOCKET FILE COPY ORIGINAL

MM Docket No. 93-48

Dear Mr. Caton:

Educational and informational programming for children under the age of 16 is important. Local television stations are continuing to enlarge on their programming efforts aimed at children in the target age groups and expand the number and type of programs being offered.

We strongly urge you to consider options other than numerical quotas for this type of programming. In particular urge you to give broadcasters recognition for their non-regularly scheduled programs and for the short-form programs and messages they develop with and for children as well as their off-broadcast activities.

We believe short-form programming has the potential to have a greater impact on children because they see it more frequently. We also think public service messages created, developed and produced by children are an excellent way to educate them and validate their views and concerns. WWOR-TV is in its eighth year of A+ FOR KIDS, a total station project focused on improving public education. Originally, A+ FOR KIDS quarterly specials were documentaries, aimed at adults, about education issues affecting children. With the inception of the Children's Television

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Act, we shifted our focus from programming for adults *about* children, to programming for children. A summary of the A+ FOR KIDS project is attached. We now produce three TEEN TALK programs per school year aimed at 13 - 16 year olds. In addition, we work with schools to use television as a teaching tool. The resulting public service messages developed by children air frequently.

WWOR-TV believes that the current definition of "educational and informational" programming is fully understood and is clear, adequate and provides for creative flexibility. No change is needed.

Sincerely,

A handwritten signature in black ink, appearing to read "Bob Qudeen", with a long horizontal flourish extending to the right.

Bob Qudeen

Vice President and General Manager



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Secaucus, New Jersey 07096

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A+ FOR KIDS

A TOTAL STATION PROJECT OF WWOR-TV/ UPN 9

A+ FOR KIDS demonstrates WWOR-TV/ UPN 9's commitment to children's education by focusing attention on issues of concern to students and teachers. The **A+ FOR KIDS** project also provides support and recognition for outstanding teachers in local public school systems in the tri-state area.

Planning for **A+ FOR KIDS** began in the spring of 1987 in the wake of a report by the Carnegie Foundation for the Advancement of Teaching which decried the poor quality of education in urban schools and the lack of basic skills among high school students. WWOR-TV made a commitment to put its formidable technology and creative resources to work for the children in its broadcast area.

A+ FOR KIDS was first seen on WWOR-TV on May 16, 1988.

1995 is the eighth year of **A+ FOR KIDS** on Channel 9.

A+ FOR KIDS: The Objectives

1. To honor teachers, to bring prestige back to the teaching profession and to recognize the successes of exceptional teachers.
2. To encourage the exchange of ideas among teachers and to spotlight effective approaches to learning.

A+ FOR KIDS: The Objectives (continued)

3. To increase the involvement of parents, business and communities in the schools.
4. To identify those schools and teachers who succeed despite the odds, and to define the elements that contribute to their success.
5. To increase the level of family involvement in the learning process.

A+ FOR KIDS: The Project Elements

The **A+ FOR KIDS** project consists of:

- A four specials each year: **SALUTE TO GREAT TEACHERS** and three **TEEN TALK** shows;
- Vignettes promoting and showcasing the issues to be covered in each special program;
- Vignettes showcasing the teaching styles of outstanding instructors;
- Public service announcements, many of which are written and produced by elementary or secondary school students;
- Special salutes to A+ teachers;
- **VIEWPOINT**, a forum for the expression of viewer opinion on educational issues;

A+ FOR KIDS: The Project Elements (continued)

- Periodic inclusion of A+ FOR KIDS segments in *POINT OF VIEW*, *HISPANIC HORIZONS*, *BLACK EXPERIENCE* and *GARDEN STATE MATTERS*, public affairs programs that often deal with educational issues;
- Various off-the-air and community based activities.

A+ FOR KIDS: Special Programs

For the past two years, the A+ FOR KIDS specials have consisted of three TEEN TALK programs and a general audience program called SALUTE TO GREAT TEACHERS, which recognizes outstanding New Jersey public school teachers.

TEEN TALK programs are one-hour talk shows targeted to young people 13 to 16 years of age. The studio audience is made up of students in the target age group from various area high schools who are encouraged to interact freely with the moderator and expert guests. TEEN TALK programs are aired in January, March and June to coincide with the school year. Each program is aired two times. Topics include:

TEEN TALK: THE SILENCE OF GIRLS -- This program looked at the issue of gender equity and the way girls are often shortchanged in education.

TEEN TALK ON SCHOOL VIOLENCE --Looked at violence and the perception of violence as an issue affecting education.

TEEN TALK ON RACISM, PREJUDICE AND SELF-ESTEEM -- Looked at how racism and prejudice can affect a student's self-esteem and ability to learn.

TEEN TALK ON SCHOOL SPORTS -- Looked at the value of school sports in relation to education and achievement.

A+ FOR KIDS: Special Programs (continued)

TEEN TALK ON SEX -- Looked at the issue of sexual responsibility in the age of AIDS and discussed behavior from abstinence and chastity to pregnancy and teen parenthood.

TEEN TALK ON PRESSURE -- Examined the pressures teens are facing today.

A+ FOR KIDS: Public service campaigns

LISTEN TO THE KIDS:

The violence in Los Angeles following the Rodney King police brutality verdict shocked the nation. The pictures of racially motivated beatings, killings, burning and looting, caused even seasoned broadcasters to stop and think. Local schools all over the country held assemblies to allow students to vent their anger and frustration and talk about what they feel we, as a country, need to do to achieve the kind of racial harmony that will allow us to live together without killing each other.

WWOR-TV's **A+ FOR KIDS** Public Service Campaign, *LISTEN TO THE KIDS*, evolved from these venting sessions. Young people from New Jersey schools spoke candidly and openly about how to achieve racial harmony. They also talked about what needs to be done and who is responsible for promoting tolerance and harmony in society.

The initial group of *LISTEN TO THE KIDS* public service announcements was so successful we are continuing with a new series of spots featuring children in the 5th through 9th grades giving us their equally candid thoughts on how we can achieve racial harmony.

A+ FOR KIDS: Public Service Campaigns (continued)

HEART TV

HEART TV is a cooperative venture of WWOR-TV and the American Heart Association's New Jersey Affiliate. Students in grades 7 - 12 throughout New Jersey are invited to write and produce original public service announcements aimed at their peers and focusing on smoking and heart disease, heart-healthy nutrition or exercising for a healthy heart. The program is designed so that students learn health facts while gaining valuable, hands-on experience in the art of influencing public opinion through television.

The ***HEART TV*** winners are invited to WWOR-TV for a tour, luncheon and an opportunity to talk with television professionals about production. The winning spot is aired on WWOR-TV for most of the year. All of the students who participate earn a Certificate of Appreciation.

READ TO SUCCEED

The ***READ TO SUCCEED*** program done in conjunction with Six Flags Great Adventure, invites elementary and junior high school students to develop a public service message directed toward their peers on the subject of the importance of reading. The spot is written, produced and acted by the children, taping is facilitated by WWOR-TV and airs until the next ***READ TO SUCCEED*** winner is selected.

A+ FOR KIDS: Public Service Campaigns (continued)

SCHOOL-BASED PSAs

WWOR-TV works directly with schools and students to develop public service messages on issues of concern to children. We collaborated with **Fair Lawn Elementary School** to create an anti-DWI message. The children in four 6th grade health classes submitted 56 ideas in treatment form. The A+ FOR KIDS staff selected six for consideration. The students then chose one of the six, created a finished script and appeared in the spot, which was produced by WWOR-TV.

Sixth grade students at the **William Halloran Elementary School** in Elizabeth, worked with WWOR-TV to create a spot on the importance of wearing bicycle helmets.

Juniors at **Union County High School** worked with WWOR-TV to create a spot designed to discourage underage drinking and driving.

Working with WWOR-TV and the Archdiocese of Newark, students at **Our Lady of Good Counsel High School** helped create a powerful anti-discrimination message.

All of these public service messages air frequently on WWOR-TV during children's programming and in programming that attracts a young audience.

VIEWPOINT -- TEEN VIEWS

VIEWPOINT is a regular feature on WWOR-TV which permits viewers and newsmakers to provide the video equivalent of op-ed pieces on various issues. **TEEN VIEWS** grew out of the process. Classroom teachers who wish to participate work with their students to develop the basic opinion pieces. This includes decision making, research, writing and editing. The resulting pieces are polished into :30 statements of opinion. The students then work on their performance skills in order to deliver their opinions in the strongest and most effective way. Once all this is accomplished, the students are recorded by WWOR-TV and the resulting **TEEN VIEWS** are aired as part of the **VIEWPOINT** rotation. Each message is aired 17 times over the course of one week.

A+ FOR KIDS: In The Community

Off the air and in the community, WWOR-TV is also devoted to **A+ FOR KIDS**. *STATION TOURS* for elementary, junior high and high school students are an important part of WWOR-TV's commitment to education and are conducted several times each month. Station personalities often visit schools to take part in reading programs and to speak on a variety of topics ranging from preparation for jobs in the broadcast industry to the delivery of anti-drug messages.

A+ FOR KIDS: SPONSOR INVOLVEMENT

Special community projects are developed for the **A+ FOR KIDS** sponsors. The most recent of these is:

- * **PEPSI's "WHY MY TEACHER DESERVES AN A+" Essay Contest** asks students in the tri-state area to tell us in 50 words or less why their teacher deserves an A+. The grand prize winning student earns a family vacation for his/her own family and that of the A+ teacher. Runners up receive a \$100 gift certificate from PEPSI plus an additional \$50 gift certificate to provide a class recognition party. The winning student and teacher will also appear in a special **A+ FOR KIDS/ PEPSI** commercial.

A+ FOR KIDS: THE A+ FOR KIDS Teacher Network

A major component of the **A+ FOR KIDS** project is the **A+ FOR KIDS Teacher Network**, which is incorporated as a separate non-profit organization. The network reaches some 40,000 teachers in all 21 New Jersey counties, bringing them together for workshops and professional development. The **A+ FOR KIDS Teacher Network** annually solicits the submission of proven innovative teaching projects. The projects are judged by a panel of teachers. The winning teachers are rewarded with \$300.00 "Developer Grants" and the publishing of their projects in the annual *IDEA CATALOG*. The winners are honored each fall at the **A+ FOR KIDS Teacher Network** awards presentation and through WWOR-TV's **SALUTE**

A+ FOR KIDS: THE A+ FOR KIDS Teacher Network (continued)

TO GREAT TEACHERS program. Each teacher also receives a crystal apple from *Tiffany & Co.* etched with the A+ logo. Each A+ teacher is recognized on the air with his or her own "teacher salute" spot which airs during the summer months when teachers are able to watch television and continues through the fall.

After publication, *IDEA CATALOGs* are disseminated to other teachers in New Jersey and elsewhere. Teachers who wish to adapt a project appearing in the *IDEA CATALOG* may apply for a \$200.00 "Adaptor Grant." In addition to the *IDEA CATALOG*, winning A+ teachers also conduct workshops and in-service training for other teachers. In 1995, the **A+ FOR KIDS Teacher Network** received a grant from the United States Department of Education to implement Law Related Education projects.

A+ FOR KIDS: Awards and Honors

A+ FOR KIDS has been recognized as an outstanding service to children and the community. Among the honors received:

- President George Bush named A+ FOR KIDS his *12th Daily Point of Light*;
- The President's Council on Private Sector Initiatives, under President Bush, awarded the project its prestigious "C" Flag;
- First Lady Barbara Bush recorded an A+ FOR KIDS public service announcement;
- Celebrities such as Bill Cosby, Sammy Davis, Jr., Olympia Dukakis, MC Hammer and others recorded public service announcements.

A+ FOR KIDS: Awards and Honors (continued)

Among the awards received:

New York Area *Emmy* awards for A+ specials, FLUNK CITY;
AGAINST THE ODDS: A TALE OF TWO SCHOOLS and SO,
YOU WANT TO CHANGE THE WORLD

Silver Angel Award from Religion in Media

National Education Association Award for "*Excellence in Teaching
Through Broadcasting*"

A New York Area *Emmy* award for "Outstanding Community
Outreach Programming"

Multiple nominations for a *National Community Service Emmy*

Nomination for a New York Area *Emmy* for A+ children's
specials, WHIZ BANG QUIZ GANG

The Columbia-Dupont "*Silver Baton*" Award

The JC Penny-Missouri TV Award

New Jersey Broadcasters Association "*Best of the Best*" Award for
Public Affairs programming